

### **Suggested email copy**

Subject: World Arthritis Day 2024: Empowering Through Information

On World Arthritis Day we recognise the daily struggles of Australians living with arthritis and musculoskeletal conditions and the role evidence-based information plays in helping them live their best lives.

### **Why does it matter?**

Arthritis and musculoskeletal diseases affect 1 in 3 Australians, this is over 7 million people in Australia alone, impacting lives across all age groups. In our rapidly evolving digital world, access to accurate information is crucial for those living with arthritis and musculoskeletal conditions.

### **World Arthritis Day Focus**

Recognised on October 12, this year, the theme for World Arthritis Day is "Informed Choices, Better Outcomes." Emphasising the importance of evidence-based information to help Australians living with and caring for people living with arthritis and musculoskeletal conditions make informed decisions about their health. While information can be empowering, the sheer volume—and potential for misinformation—can be overwhelming.

Arthritis Australia provides free access to information and resources on Arthritis, from downloadable information booklets and information sheets to medication and lifestyle management advice. Along with 6 condition-specific websites are there to support you throughout your arthritis journey and empower you to make decisions for your treatment pathway.

### **Your role**

Spread awareness | We encourage you to help us educate all Australians about the impact of arthritis and musculoskeletal conditions and the importance of reliable information. Download the toolkit to post on social media and remember to tag Arthritis Australia @arthritisaustralia on Facebook, Instagram, LinkedIn and Threads and @ArthritisAust on X

Learn more and download digital toolkit at: <https://arthritisaustralia.com.au/world-arthritis-day-2024/>

Together, we can empower Australians to make better-informed decisions, leading to improved health outcomes and quality of life for those living with arthritis and musculoskeletal conditions.

Thank you for your continued support.

## **Suggested social media copy**

### **Facebook, Instagram, LinkedIn**

In a world overflowing with information, those living with arthritis and musculoskeletal diseases deserve access to accurate and reliable resources that empower them to make informed health decisions. Arthritis and musculoskeletal conditions affect 1 in 3 Australians, impacting their daily lives and overall well-being. Making informed, evidence-based choices about treatment options, lifestyle changes, and self-management strategies can lead to significantly better health outcomes.

Share your personal journey by using #MyInformedChoice and #WAD2024 to highlight how informed decisions have positively impacted your experience with arthritis and musculoskeletal conditions.

We encourage you to explore the comprehensive research-based information resources available at <https://arthritisaustralia.com.au/get-support/resources/>

These resources provide valuable insights on living well with arthritis, helping you make informed choices that lead to better health outcomes.

Together, we can build a more informed and empowered community.

World Arthritis Day 2024 | Informed Choices, Better Outcomes

#WAD2024 #WorldArthritisDay #ArthritisAustralia #InformedChoicesBetterOutcomes

### **X and Threads**

In a world of info overload, those with arthritis & musculoskeletal conditions need reliable resources for informed health decisions. 1 in 3 Aussies affected, impacting daily life. Evidence-based choices on treatment, lifestyle & self-management lead to better outcomes.

Share your story with #MyInformedChoice #WAD2024 to show how informed decisions improved your arthritis journey.

Explore research-based resources at <https://arthritisaustralia.com.au/get-support/resources/> for valuable insights on living well with arthritis.

World Arthritis Day 2024 | Informed Choices, Better Outcomes

#WAD2024 #WorldArthritisDay #ArthritisAustralia #InformedChoicesBetterOutcomes